2071417454

MEDIA VE			T					
MEDIA VE							SUGGESTED	UPPER LIMIT
MEDIA VE		93	94	AVERAGE	94	ļ	FORECAST	FORECAST
	HICLES	HESPONSE %	RESPONSE %	RESPONSE'%	CIRC.		RESPONSES	RESPONSES
	RETAIL	2.069	6 3.54%	2.80%	824,900		23,106	29,839
	DM#1	5.669					85,258	110,104
	DM #2	0.529		0.79%			11,670	15,070
	CARTON INSER	RT 0.499	6 0.48%	0.48%	5,000,000		24,145	31,181
				MEDIA TOTAL	RESPONSES		144,179	186,196
THER MEI	 DIA VEHICLE RES	PONDERS						
	MAGAZINE	<del>                                     </del>	10,150	1				
	FSI	<del>                                     </del>	18,111					
		<del></del>	<del>                                     </del>	RESPONDED TO BOTH '93 & '94				
		TOTAL	28,261	24.97%			7,057	7,057
		1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	20,201	2,101,70			1,100.	1,000
		<del>   </del>		TOTAL PROGR	AM RESPONSES	ş	151,235	186,196
	<del>                                     </del>	<del>                                     </del>				-	<del>   </del>	<b>J</b>
	-	% REPEAT RES	PONDEDO		n 10/2	Value	+ <i>-</i>	
		70 MEREAL HES	DE CIVIDENS					
		9:	3	13.0%	-			
		9,		12.8%			1	
		AVERAGE		12.9%				
		,						
		% RESPONDIN	G THREE TIMES					
		9:		0.1%				
		9,		1.9%			ļ	<u> </u>
		AVERAGE	-	1,0%			<del> </del>	
-		% RESPONDIN	IC 4 TIMES			1		
		76 FIEGE CANDIN	IG4+TIVIES					,
		9:	3	0,0%				
		94		0.3%				
		AVERAGE	=	0.2%				
			1					
		REPEAT RESP	ONSES	14.1%			21,279	26,198
		<del>                                       </del>						
	·	DECOLE DECO	OK IDIK IO		<del></del>	<del>1</del>	400.057	422.222
		PEOPLE RESPO	JNUING		180		129,957	160,000
		DAYS IN PROC	BAM		14		150	150
·		- DATGINENUG	** #FT 184		~ the !	<del>                                     </del>	150	190
		UPCS PER ORD	DER	_	- ( VV ) -		<u> </u>	
					7			
		94	l	176	1	41		
			1		/			
		DAYS IN 94 PF	OGRAM			1		
				181				
		UDAO CAMER S	L DAY				1	
		UPCS SAVED F	CHUAY				0.07	
		<del>                                     </del>	1			-	0.97	0.97
		<del>                                     </del>				1	<del> ,                                    </del>	
		TOTAL UPC PO	OOL.			. :	18,954,998	23,337,017
						"		
,								
		UPC GROUPS						
							,	
		P	1			·		
		RETAIL & CA	HION					
			3			Ì	1	